

09735041 21100

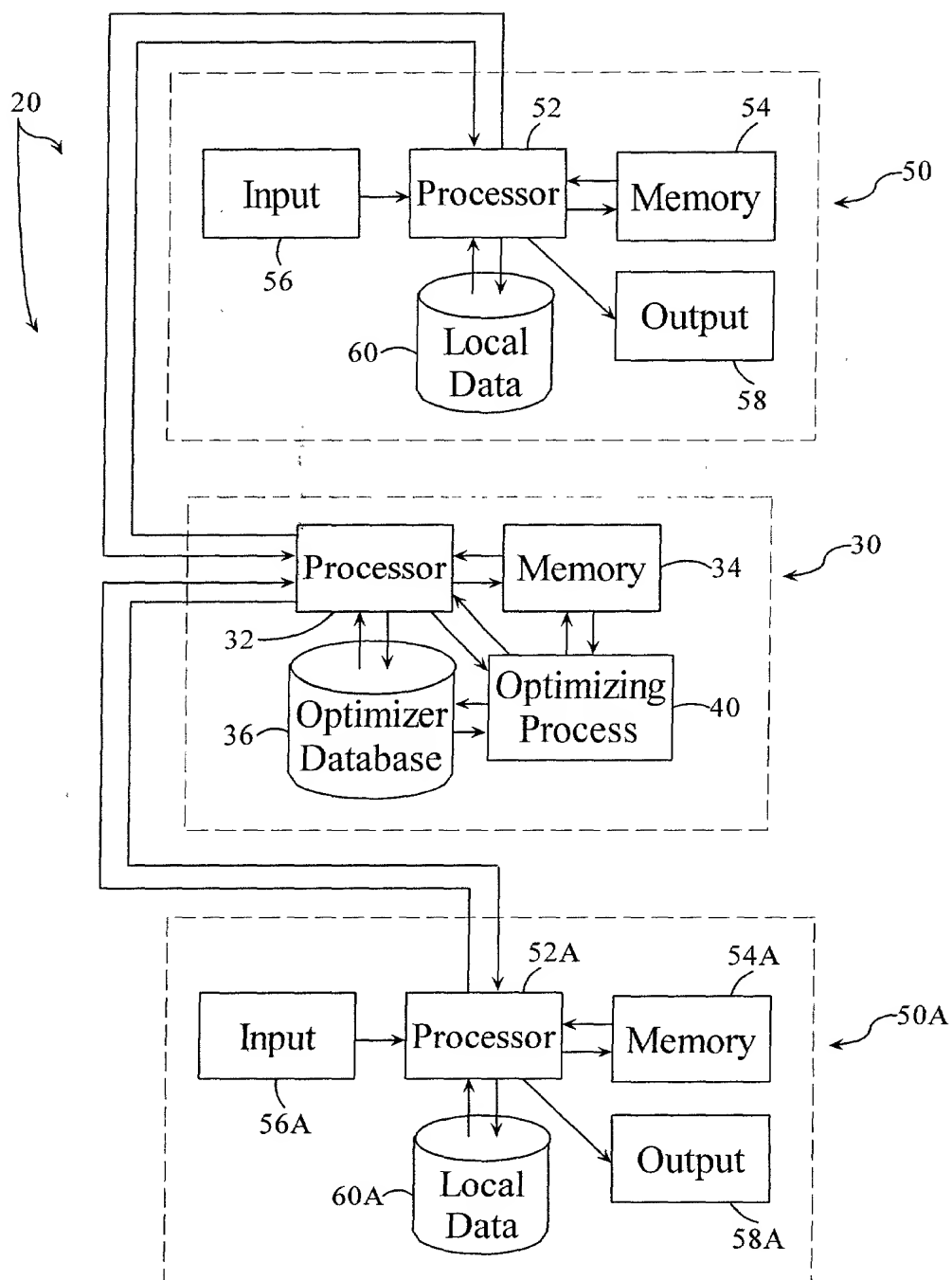


Figure 1

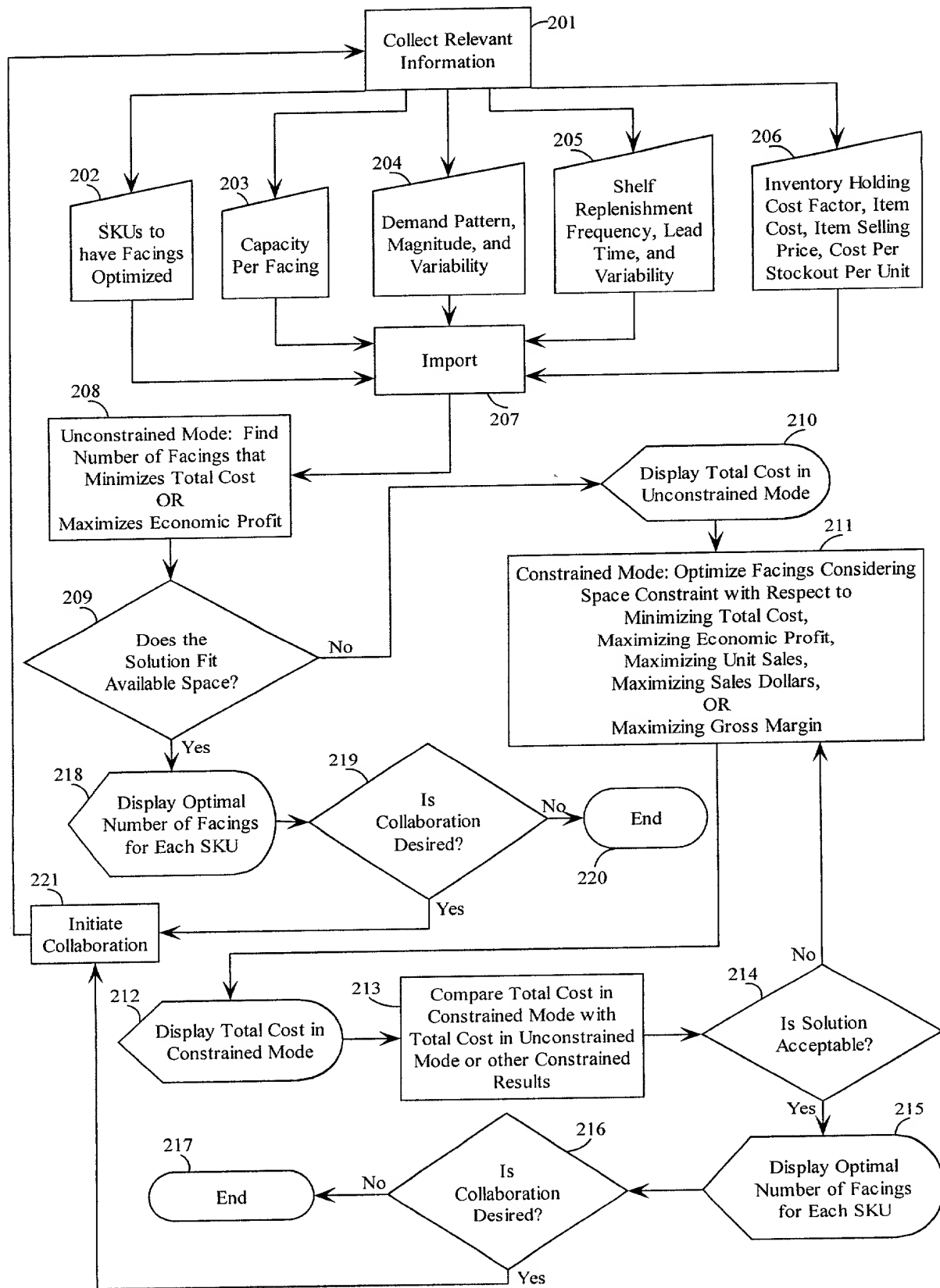


Figure 2

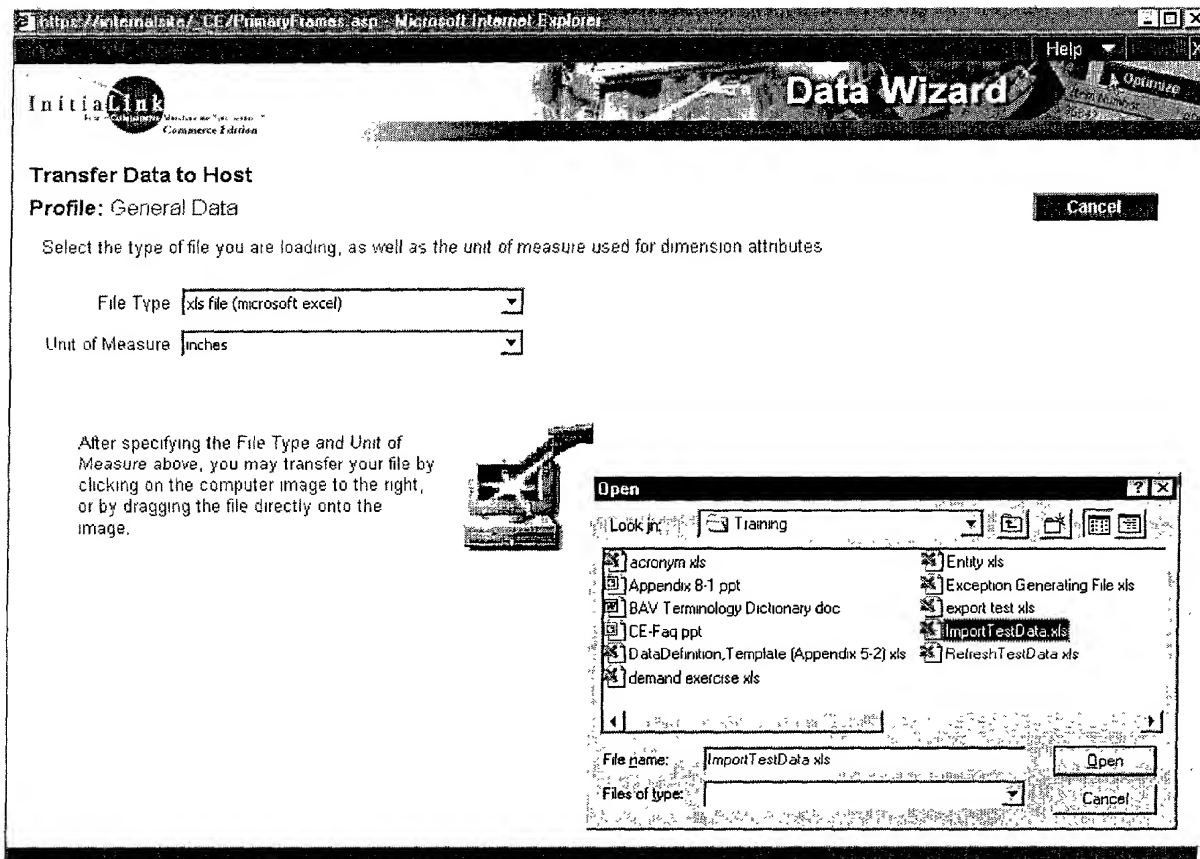


Figure 3

https://internalsite/_CE/PrimaryFrames.asp - Microsoft Internet Explorer

InitialLink
First of California's Most Advanced Commerce Edition

Data Wizard

Help

Optimize

Data Mapping

Profile: General Data

Drag your **Source Data Fields** from the left to their corresponding match in the **Destination Data Fields** box on the right. A new entry will be created in the **Mapped Data Fields** box. Use the DELETE key to unmap a selection in **Mapped Data Fields**.

Finish Cancel

Source Data Fields	Destination Data Fields
Column	Input Field
Attribute9	CM Factor
AvgBasketProfit	CR Factor
AvgShopTripsPerWeek	Current Facings
CaseInnerPackOption	DC Inventory Cost
CMFactor	DC Labor Cost
CRFactor	DC Occupancy Cost
CurrentFacings	Depth
DCInventoryCost	Description
DCLabor	Equal Facings ID
DCOccupancyCost	Equal Facings Optn
Depth	Fixed Facing Optn
Description	Fixed Facing Qty
EqualFacingsGroupID	GM Factor
	Go to Compet %

Column	Input Field
AvgDailyDemand	Avg Daily Demand
Brand	Brand
Category	Category
Cost	Cost

Figure 4

InitialLink - Microsoft Internet Explorer

InitialLink Today Tasks Options Who's Online Logoff Help

InitialLink View Data

Group: Filter: Name: Modify Selection

View Demand Rate Create Scenario

Location	UPC	SKU	Item Number	Description	Avg Daily Demand	ADD Std Deviation
Arlington, VA	3128909	Toasted Oats Cereal, 1E	33549526	Toasted Oats Cereal, 1	3.98	0.04
Arlington, VA	3485402	American Grains Cereal,	98588308	American Grains Cereal	9.03	0.80
Arlington, VA	3519157	Bran Flakes Cereal, 16 o	33668474	Bran Flakes Cereal, 16	15.12	2.00
Arlington, VA	3592406	Toasted Oats Cereal, 12	41249610	Toasted Oats Cereal, 1	16.92	2.00
Arlington, VA	3756009	Roasted Honey and Nut:	79217630	Roasted Honey and Nu	8.28	0.10
Arlington, VA	3941493	Halloween Honey Flavor	33887048	Halloween Honey Flavo	3.98	0.70
Arlington, VA	4414550	Raisin Bran Cereal, 20 o:	77466946	Raisin Bran Cereal, 20 c	3.09	0.50
Arlington, VA	4607998	Frosted Alphabet Shape	89526608	Frosted Alphabet Shap	9.03	2.00
Arlington, VA	4659657	Cocoa Flavored Puffed C	42192078	Cocoa Flavored Puffed	15.12	4.00
Arlington, VA	6112364	Crunchy Bananna and N	93559511	Crunchy Bananna and f	3.98	1.00
Arlington, VA	6120792	Chocolate Cookie Cereal	71699046	Chocolate Cookie Cere	1.63	0.02
Arlington, VA	7263615	Alphabet Shaped Cereal	61952753	Alphabet Shaped Cere	9.03	4.00
Arlington, VA	7407747	Raisin Bran Cereal, 25 o:	24011823	Raisin Bran Cereal, 25 c	16.88	4.88
Arlington, VA	8005434	Raisin Nut Flakes Cereal	75825013	Raisin Nut Flakes Cere	7.02	2.00
Arlington, VA	8006220	Raisin Nut Cereal, 16 oz	28241195	Raisin Nut Cereal, 16 o:	8.28	3.00
Arlington, VA	8076482	Golden and Crispy Cere:	59123509	Golden and Crispy Cere	4.66	2.00
Arlington, VA	8994401	Crispy Waffle Cereal, 13	41905159	Crispy Waffle Cereal, 1	3.09	2.00
Arlington, VA	9428458	Chocolate Flakes Cereal	61156784	Chocolate Flakes Cere	3.13	1.00
Forest Hills, VT	1067230	Softie Sun Rinse Fresh F	31658133	Softie Sun Rinse Fresh	9.03	2.00
Forest Hills, VT	1381072	Cuddle Spring Blossom F	89055514	Cuddle Spring Blossom l	7.02	1.00
Forest Hills, VT	1524630	Softie Mtn Air Fabric Sof	2440564	Softie Mtn Air Fabric So	23.00	2.00
Forest Hills, VT	170955	Nice and Puffy Mtn Fresl	35150242	Nice and Puffy Mtn Fre:	12.00	2.00
Forest Hills, VT	1729207	Easy Flo Liquid Starch, 6	98291524	Easy Flo Liquid Starch,	13.00	2.02
Forest Hills, VT	1764608	Cuddle Snuggle-up Fresh	52181027	Cuddle Snuggle-up Fre:	13.00	2.00
Forest Hills, VT	1893647	Softie April Fresh Refill,	44110817	Softie April Fresh Refill,	9.03	1.00
Forest Hills, VT	2207872	Cuddle Spring Blossom S	53782577	Cuddle Spring Blossom :	15.12	2.00
Forest Hills, VT	2327243	Cuddle Spring Blossom R	90997654	Cuddle Spring Blossom l	16.92	2.00
Forest Hills, VT	2993676	Softie Mtn Spring Fabric	55701635	Softie Mtn Spring Fabric	7.02	1.00
Forest Hills, VT	3007121	Softie April Fresh Fabric	66894197	Softie April Fresh Fabric	8.28	1.00
Forest Hills, VT	3035342	Cuddle Snuggle-up Fresh	49814953	Cuddle Snuggle-up Fre:	28.71	3.00
Forest Hills, VT	3165121	Softie April Fresh Fabric	26575729	Softie April Fresh Fabric	13.00	2.00

Figure 5

Figure 6

InitialLink - Microsoft Internet Explorer

InitialLink Today Tasks Options Who's Online Logout

InitialLink Scenario

Scenario: Arlington Cereal Unconstrained

Optimization Mode: unconstrained

Objective: minimize total cost

View: Holding/Lost Sales Cost

Location	LPC	SKU	Current Facings	Optimal Facings	Cur Holding Cost	Cur Lost Sales	Cur Total Cost	Opt Holding Cost	Opt Lost Sales	Opt Total Cost
Arlington, VA	1130374	All Bran Cereal, 16 c	3	16	0.00	1241.78	1241.78	20.31	0.90	21.20
Arlington, VA	7263615	Alphabet Shaped Ce	2	5	0.00	1323.45	1323.45	13.23	2.04	15.27
Arlington, VA	3435402	American Grains Cer	3	5	1.02	670.20	671.22	8.02	0.00	8.02
Arlington, VA	1643732	Blueberry Cereal, 1	1	6	0.00	871.80	871.80	9.86	0.00	9.86
Arlington, VA	3519157	Bran Flakes Cereal,	4	18	0.00	2483.55	2483.55	14.79	0.45	15.24
Arlington, VA	6120792	Chocolate Cookie C	1	2	0.57	72.90	73.47	3.67	0.00	3.67
Arlington, VA	9428458	Chocolate Flakes Ce	1	2	0.21	304.80	305.01	3.71	0.60	4.31
Arlington, VA	4659657	Cocoa Flavored Puf	4	14	0.00	3595.68	3595.68	23.57	0.66	24.23
Arlington, VA	8994401	Crispy Waffle Cere	1	3	0.83	278.52	279.35	8.15	0.00	8.15
Arlington, VA	6112364	Crunchy Bananna a	1	5	0.00	811.20	811.20	9.14	0.60	9.74
Arlington, VA	2244578	Crunchy Cranberry	4	7	0.00	1816.62	1816.62	12.60	0.00	12.60
Arlington, VA	4607998	Frosted Alphabet St	3	5	0.00	850.17	850.17	10.57	1.53	12.10
Arlington, VA	1871226	Fruity Flakes Cereal	2	4	0.00	370.80	370.80	5.12	0.00	5.12
Arlington, VA	8076482	Golden and Crispy C	2	2	6.50	0.00	6.50	6.50	0.00	6.50
Arlington, VA	3941493	Halloween Honey Fl	2	4	0.00	865.20	865.20	4.25	0.00	4.25
Arlington, VA	1238349	Honey Flavored Shz	4	6	1.27	1373.94	1375.21	11.89	2.04	13.93
Arlington, VA	1515096	Honey Flavored Shz	1	8	0.00	1994.52	1994.52	11.60	0.00	11.60
Arlington, VA	4414550	Raisin Bran Cereal,	2	6	0.00	447.75	447.75	7.82	0.45	8.27
Arlington, VA	7407747	Raisin Bran Cereal,	7	12	5.03	1122.00	1127.03	23.33	1.98	25.31
Arlington, VA	8006220	Raisin Nut Cereal, 1	4	7	2.77	325.80	328.57	12.07	0.90	12.97
Arlington, VA	1197016	Raisin Nut Cereal, 3	3	15	0.00	2207.25	2207.25	20.44	0.00	20.44
Arlington, VA	8005434	Raisin Nut Flakes Ce	1	9	0.00	1537.20	1537.20	14.30	1.80	16.10
Arlington, VA	3756009	Roasted Honey and	2	6	0.00	1994.52	1994.52	4.28	0.00	4.28
Arlington, VA	3592406	Toasted Oats Cere	4	9	0.00	3149.76	3149.76	12.65	0.00	12.65
			66	179	26.78	29709.40	29736.18	276.99	13.95	290.94

Figure 7

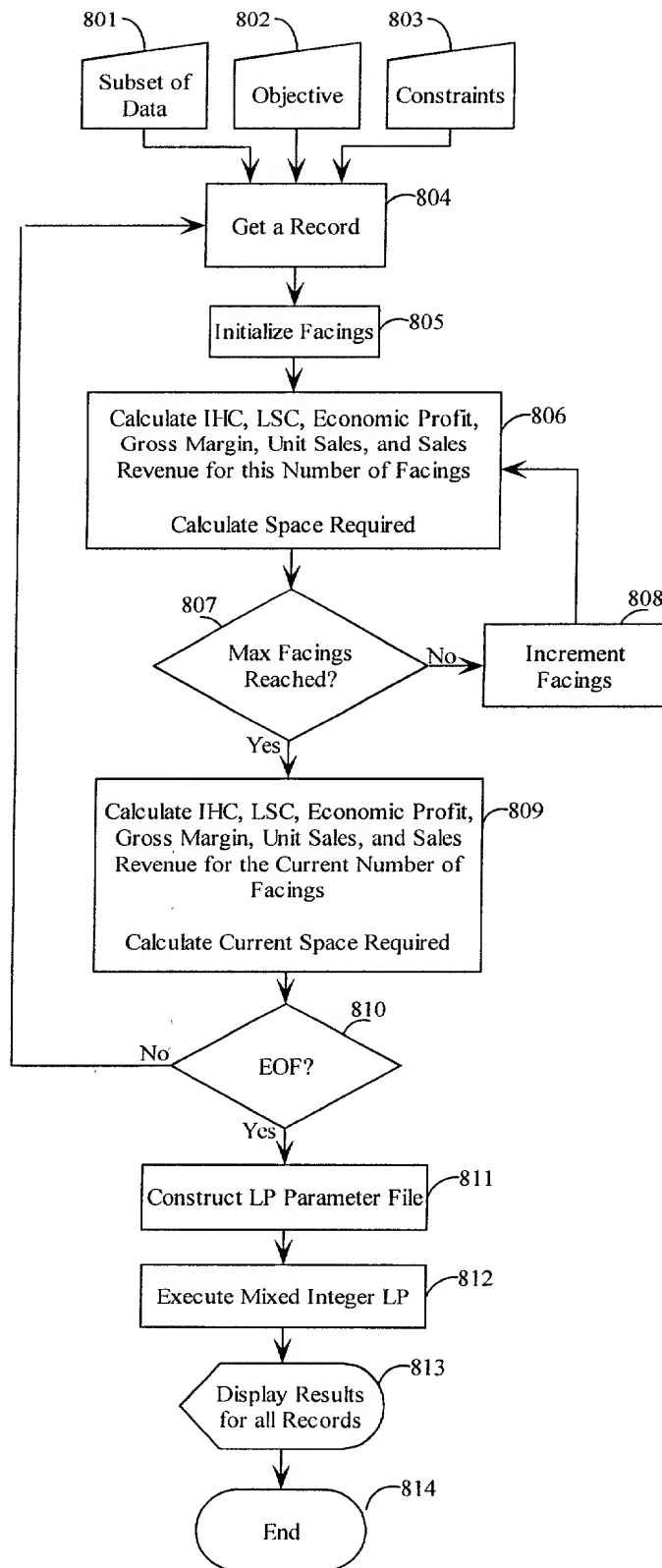


Figure 8

InitialLink - Microsoft Internet Explorer

InitialLink Today Tasks Options Who's Online Logoff Help

InitialLink Commerce Edition

Scenario

Scenario: Arlington Cereal Constrained

Save Optimize Add Items New Item Analysis Scenario List

Optimization Mode: constrained

Objective: maximize economic profit

Space Fill Type: stay within

Space: 24x96x16x4

Min Facings: 0 Max Facings: 10 Max Items: 0 Ignore Height Dimension ☒

Max Avg Inv \$: 0

View: Economic Profit

Location	Δ	UPC	SKU	Item Number	Description	Current Facings	Optimal Facings	Cur Economic Profit	Opt Economic Profit
Arlington, VA		1643732	Blueberry Cereal, 1	69091447	Blueberry Cereal, 1	1	1	-0.18	-0.18
Arlington, VA		3592406	Toasted Oats Cere	41249610	Toasted Oats Cere	4	8	-0.10	3089.08
Arlington, VA		3519157	Bran Flakes Cereal	33668474	Bran Flakes Cereal	4	1	-0.09	-0.09
Arlington, VA		1515096	Honey Flavored She	25827168	Honey Flavored She	1	1	0.13	0.13
Arlington, VA		3756009	Roasted Honey and	79217630	Roasted Honey and	2	1	0.13	0.13
Arlington, VA		8005434	Raisin Nut Flakes Ce	75825013	Raisin Nut Flakes Ce	1	1	0.18	0.18
Arlington, VA		1197016	Raisin Nut Cereal, 3	77910059	Raisin Nut Cereal, 3	3	1	1.91	0.11
Arlington, VA		3941493	Halloween Honey Fl	33887048	Halloween Honey Fl	2	1	6.42	-0.18
Arlington, VA		4659657	Cocoa Flavored Puf	42192078	Cocoa Flavored Puf	4	1	46.73	-0.13
Arlington, VA		4414550	Raisin Bran Cereal,	77466946	Raisin Bran Cereal,	2	0	59.78	-507.53
Arlington, VA		6112364	Crunchy Bananna a	93559511	Crunchy Bananna a	1	1	60.42	60.42
Arlington, VA		1871226	Fruity Flakes Cereal	69752573	Fruity Flakes Cereal	2	0	143.30	-514.10
Arlington, VA		6120792	Chocolate Cookie C	71699046	Chocolate Cookie C	1	0	194.25	-267.73
Arlington, VA		7263615	Alphabet Shaped Cr	61952753	Alphabet Shaped Cr	2	4	357.48	1612.83
Arlington, VA		9428458	Chocolate Flakes Ce	61156784	Chocolate Flakes Ce	1	1	380.46	380.46
Arlington, VA		8994401	Crispy Waffle Cere	41905159	Crispy Waffle Cere	1	1	465.03	465.03
Arlington, VA		2244578	Crunchy Cranberry	56905858	Crunchy Cranberry	4	6	767.14	2411.23
Arlington, VA		4607998	Frosted Alphabet Sl	89526608	Frosted Alphabet Sl	3	4	830.76	1521.66
Arlington, VA		8076482	Golden and Crispy C	59123509	Golden and Crispy C	2	1	860.96	627.08
Arlington, VA		3128909	Toasted Oats Cere	33549526	Toasted Oats Cere	4	2	950.21	642.71
Arlington, VA		8006220	Raisin Nut Cereal, 1	28241195	Raisin Nut Cereal, 1	4	1	1031.42	16.74
Arlington, VA		1130374	All Bran Cereal, 16	11028667	All Bran Cereal, 16	3	1	1241.68	1241.68
Arlington, VA		3485402	American Grains Ce	98588308	American Grains Ce	3	4	1306.35	1968.85
Arlington, VA		1238349	Honey Flavored She	73109943	Honey Flavored She	4	6	1774.44	3135.72
Arlington, VA		7407747	Raisin Bran Cereal,	24011823	Raisin Bran Cereal,	7	9	2939.37	3818.43
						66	57	13418.20	19702.54

Figure 9

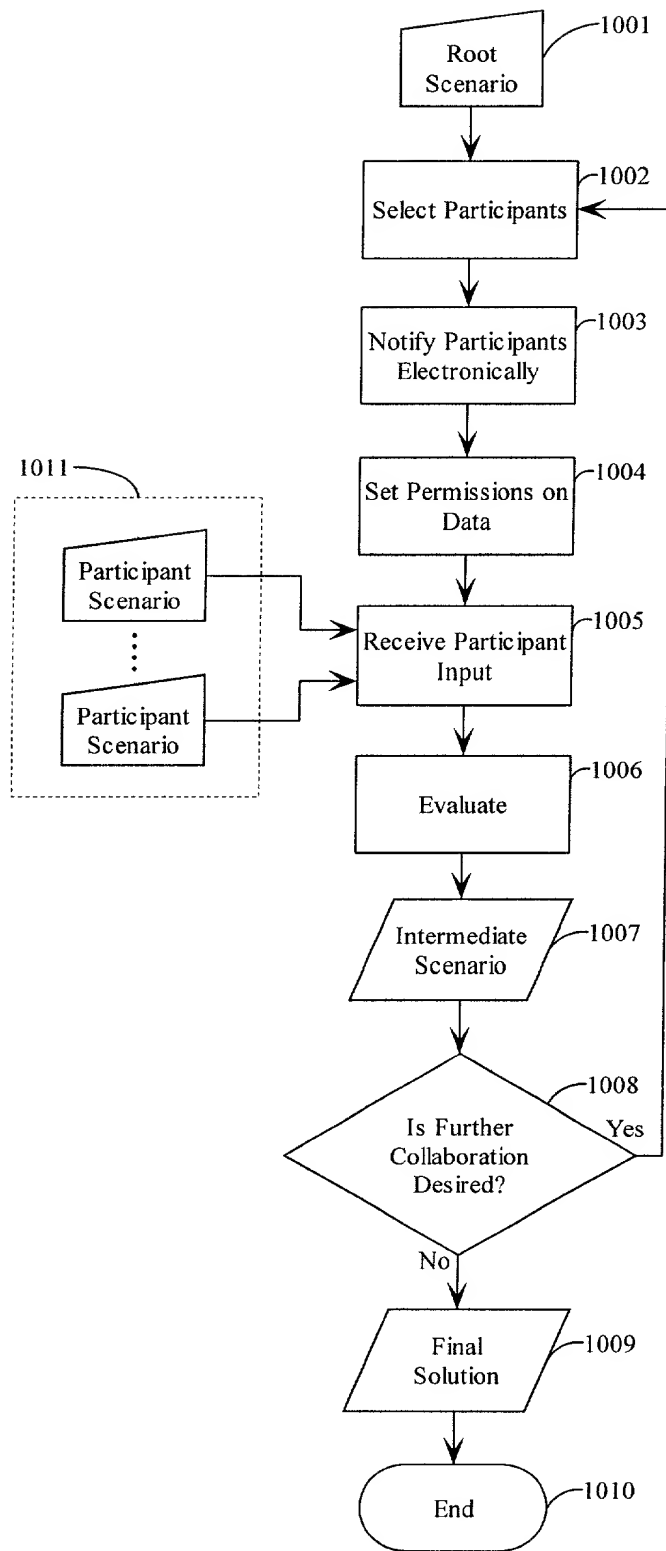


Figure 10

https://internalsite/ CE/PrimaryFrames.asp - Microsoft Internet Explorer

InitialLink
Commerce Edition

Collaboration Setup

Permissions

Collaboration: Arlington Cereal

The following lists both the products that have been chosen to collaborate on and the users that have been invited to join. You can permission users to see certain products by selecting the appropriate cell and setting the value to "full access".

Finish **Cancel**

Location	Item Number	UPC	SKU	vendorrep@distributor.com	manufacturer@somemanufacturer.com	spacemgr@retailer.com
Arlington, VA	11028667	1130374	All Bran Cereal, 16 oz	full access	hidden	full access
Arlington, VA	77910059	1197016	Raisin Nut Cereal, 32 oz	full access	hidden	full access
Arlington, VA	73109943	1238349	Honey Flavored Shapes C	full access	hidden	full access
Arlington, VA	25827168	1515096	Honey Flavored Shapes C	full access	hidden	full access
Arlington, VA	69091447	1643732	Blueberry Cereal, 13.5 oz	full access	hidden	full access
Arlington, VA	69752573	1871226	Fruity Flakes Cereal, 13 c	full access	hidden	full access
Arlington, VA	56905858	2244578	Crunchy Cranberry and M	full access	hidden	full access
Arlington, VA	33549526	3128909	Toasted Oats Cereal, 18	full access	hidden	full access
Arlington, VA	98588308	3485402	American Grains Cereal, 1	full access	hidden	full access
Arlington, VA	33668474	3519157	Bran Flakes Cereal, 16 oz	full access	hidden	full access
Arlington, VA	41249610	3592406	Toasted Oats Cereal, 12	full access	hidden	full access
Arlington, VA	79217630	3756009	Roasted Honey and Nuts	full access	hidden	full access
Arlington, VA	33887048	3941493	Halloween Honey Flavore	full access	hidden	full access
Arlington, VA	77466946	4414550	Raisin Bran Cereal, 20 oz	hidden	full access	full access
Arlington, VA	89526608	4607998	Frosted Alphabet Shapec	hidden	full access	full access
Arlington, VA	42192078	4659657	Cocoa Flavored Puffed C	hidden	full access	full access
Arlington, VA	93559511	6112364	Crunchy Bananna and N	hidden	full access	full access
Arlington, VA	71699046	6120792	Chocolate Cooke Cereal,	hidden	full access	full access
Arlington, VA	61952753	7263615	Alphabet Shaped Cereal,	hidden	full access	full access
Arlington, VA	24011823	7407747	Raisin Bran Cereal, 25 oz	hidden	full access	full access
Arlington, VA	75825013	8005434	Raisin Nut Flakes Cereal,	hidden	full access	full access
Arlington, VA	28241195	8006220	Raisin Nut Cereal, 16 oz	hidden	full access	full access
Arlington, VA	59123509	8076482	Golden and Crispy Cereal	hidden	full access	full access
Arlington, VA	41905159	8994401	Crispy Waffle Cereal, 13.	hidden	full access	full access
Arlington, VA	61156784	9428458	Chocolate Flakes Cereal,	hidden	full access	full access

Figure 11

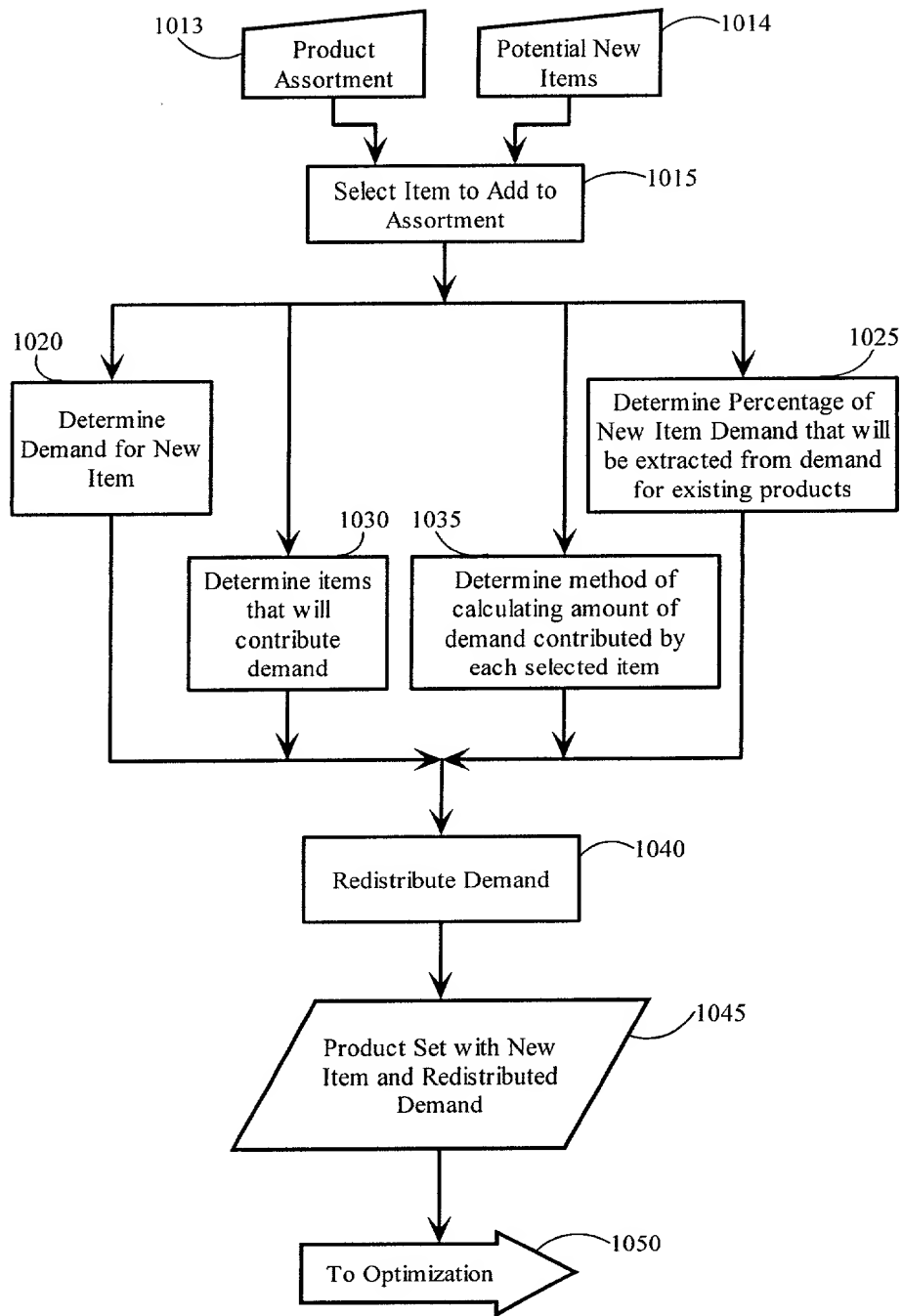


Figure 12

Figure 13

Demand Redistribution (New Item)

New Item

Description: New Item

Category: Detergent

Segment: Clothes

Subsegment: Powder

Size: 32 oz

Brand: Tide

UPC: 1000012

Price: 2.89

Avg Daily Demand: 29

Demand to Extract

$29 \times 100\% = 29$

Make Like Item: Tide w Bleach

Extract the demand from: Specifically selected list of items

Extract the demand based upon: Proportion of item value

Drag items to the list at the right...

1000010	Tide w Bleach Alternative	32 oz
1000011	Tide w Bleach Alternative	16 oz
1000012	Tide w Bleach	32 oz
1000013	Tide w Bleach	16 oz
1000014	Tide	32 oz
1000015	Tide	16 oz
1000016	Cheer w Bleach Alternative	32 oz
1000017	Cheer w Bleach Alternative	16 oz
1000018	Cheer w Bleach	32 oz
1000019	Cheer w Bleach	16 oz

List of items contributing a portion of demand:

1000011	Tide w Bleach Alternative	16 oz
1000016	Cheer w Bleach Alternative	32 oz
1000017	Cheer w Bleach Alternative	16 oz

(To delete, select item and press DEL)

Reset

OK Cancel

Figure 14

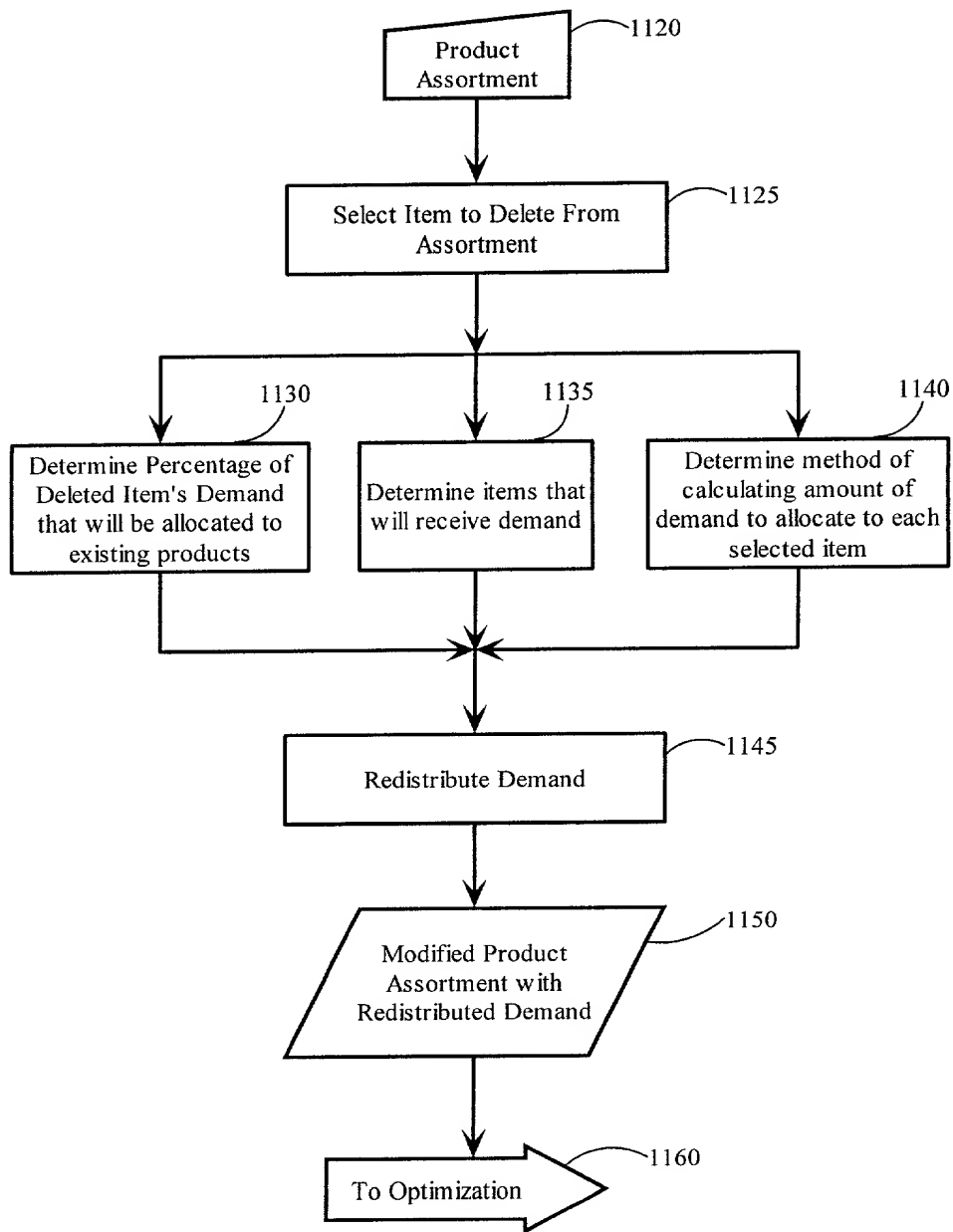


Figure 15

Figure 16

Demand Redistribution

Item with demand to redistribute: Tide w Bleach Alternative 32 oz

Size/Category/Segment/Subseg: Detergent Clothes Powder

Demand to redistribute: 33 X 60 % = 19.8

Apply the demand to: Items selected by consumer response switching behaviors

Allocate demand by: Similarity in value

Consumer response switching items:

Switch Brand: (Same item/size)	Switch Product: (Same brand/size)	Switch Size: (Same brand/item)
0.17	0.33	0.50
1000016 Cheer w Bleach Alt	1000012 Tide w Bleach	1000011 Tide w Bleach Alter
1000018 Cheer w Bleach	1000014 Tide	
1000020 Cheer		
1000022 All w Bleach Altern		
1000024 All w Bleach		
1000026 All		

To delete an item, select it and press DEL

Reset

To add an item, drag it from this list...

1000010 Tide w Bleach Alternative	32 oz	▲
1000011 Tide w Bleach Alternative	16 oz	▼
1000012 Tide w Bleach	32 oz	
1000013 Tide w Bleach	16 oz	
1000014 Tide	32 oz	
1000015 Tide	16 oz	
1000016 Cheer w Bleach Alternative	32 oz	
1000017 Cheer w Bleach Alternative	16 oz	
1000018 Cheer w Bleach	32 oz	
1000019 Cheer w Bleach	16 oz	▼

OK Cancel

Figure 17